

Kathleen Byrd

Davenport, Iowa, United States

kathleen.byrd@comcast.net

[linkedin.com/in/kathleen-byrd-5931253](https://www.linkedin.com/in/kathleen-byrd-5931253)

Summary

I am an accomplished sales leader experienced in consumer packaged goods (CPG) sales planning, national account management, and channels. I have held senior sales positions for over 20 years in both the convenience store (C-Store) and foodservice industries with Kraft-Heinz, a Fortune 500 company, as well as a mid-size entrepreneurial company, Home Market Foods. I am highly regarded for my ability to achieve results during times of significant organizational change, handle complexity in a fast-paced work environment, and develop a team of high-performing individuals. My success is attributed to my strategy development, clear communication of expectations, and measurement of results through established practices. Additionally, I have experience leading sales efforts for both commodity businesses and fragmented channel businesses in entrepreneurial settings. I hold an MBA from Lake Forest.

Experience



VP of Sales - C-Store

Home Market Foods

Apr 2018 - Present (5 years 8 months)

Director of Sales - Food Away From Home

Home Market Foods

Mar 2017 - Present (6 years 9 months)

CVP C-Store Sales

KraftHeinz Company

Jul 2015 - Present (8 years 5 months)

CVP - C-Store National Accounts

Kraft Foods Group

Apr 2014 - Jun 2015 (1 year 3 months)

Customer Marketing Manager

Kraft Foods Group

Jan 2012 - Apr 2014 (2 years 4 months)

C-Store National Account Mgr.

Kraft Foods Group

May 2010 - Dec 2011 (1 year 8 months)

Director Sales C-Store Foodservice

Kraft

Jun 2008 - Apr 2010 (1 year 11 months)



Business Director - Desserts & Baked Goods

Mondelēz International

2005 - 2008 (3 years)



Sr. Business Mgr. - C-Store National Accounts

Mondelēz International

2003 - 2005 (2 years)

Commercial National Account Mgr. - Foodservice

Kraft General Foods

2001 - 2003 (2 years)



Distributor Development Mgr. - Sysco

Mondelēz International

1999 - 2001 (2 years)

Mid-Atlantic Region Manager - Foodservice

Kraft General Foods

1995 - 1999 (4 years)

Education



Lake Forest Graduate School of Management

MBA, International Management

2003 - 2007



The University of Iowa Tippie College of Business

MBA

1980 - 1984

Skills

Business Development • Brand Management • Team Leadership • Negotiation • Planning Budgeting & Forecasting • Business Strategy • Business Process Improvement • Performance Management • Financial Analysis • Customer Relationship Management (CRM)

Honors & Awards

Top Women in Convenience - CSN

Oct 2015

